

IN THE CLAIMS:

The following are the currently pending claims and proposed amendments to claims 3, 8, 13, and 18. (All claims listed)

1. (Canceled)

2. (Canceled)

3. (Currently Amended) A method for the ~~presentation of advertisements~~ sale of advertising by a seller to a buyer, comprising:

the seller and the buyer agreeing to a sale price for said advertising, said sale price covering exposure of an advertising message on a website and potential, to be earned bonus exposure of the advertising message on the website;

the seller providing the exposure of an the advertising message on the web-site from a server to ~~a plurality of viewer computers~~ one or more viewers viewing the web-site on one or more viewer computers over a computer network;

recording at said server a plurality of actions entered into ~~ones of~~ said one or more viewer computers, said actions made by said one or more viewers in response to said advertising message;

determining a level of earned bonus exposure of the advertising message based on said one or more actions; and

providing the determined level of earned bonus exposure of said advertising message on
said web-site to said one or more viewer computers ~~plurality of viewer computers based on said~~
~~plurality of actions.~~

4. (Original) The method of claim 3 wherein said action includes selecting said advertising message with a cursor movement device.

5. (Previously Presented) The method of claim 3 wherein said action includes
selecting a link associated with said advertising message with a cursor movement device;
and
displaying content from a site associated with said link.

6. (Original) The method of claim 5 wherein said action further includes
completing a purchase transaction at said site.

7. (Previously Presented) The method of claim 3 wherein said action further includes
permitting a transfer of viewer information to a buyer's computer system.

8. (Currently Amended) A method for the ~~presentation of advertisements~~ sale of advertising
by a seller to a buyer, comprising:

the seller and the buyer agreeing to a sale price for said advertising, said sale price
covering a predetermined number of impressions of an advertising message on a website and
potential, to be earned bonus impressions of the advertising message on the website;

the seller providing a the predetermined number of impressions of an the advertising message on the website from a server to the one or more viewers viewing the website on one or more a plurality of viewer computers over a computer network;

recording at said server ~~a plurality of~~ one or more actions entered into ~~ones of~~ said one or more viewer computers, said actions made by said one or more viewers in response to said advertising message; and

determining a number of earned bonus impressions of the advertising message based on said one or more actions; and

providing the determined number of earned bonus ~~an additional number of~~ impressions; ~~beyond said predetermined number,~~ of said advertising message on the website to said one or more to said plurality of viewer computers ~~based on said plurality of actions.~~

9. (Original) The method of claim 8 wherein said action includes selecting said advertising message with a cursor movement device.

10. (Previously Presented) The method of claim 8 wherein said action includes
selecting a link associated with said advertising message with a cursor movement device;
and
displaying content from a site associated with said link.

11. (Original) The method of claim 10 wherein said action further includes
completing a purchase transaction at said site.

12. (Previously Presented) The method of claim 8 wherein said action further includes permitting a transfer of viewer information to a buyer's computer system.

13. (Currently Amended) A set of instructions residing in a storage medium, said set of instructions capable of being executed by a processor to implement a method for the presentation of advertisements, the method comprising:

the seller and the buyer agreeing to a sale price for said advertising, said sale price covering a predetermined number of impressions of an advertising message on a website and potential, to be earned bonus impressions of the advertising message on the website;

the seller providing a the predetermined number of impressions of an the advertising message on the website from a server to the one or more viewers viewing the website on one or more a plurality of viewer computers over a computer network;

recording at said server a plurality of one or more actions entered into ones of said one or more viewer computers, said actions made by said one or more viewers in response to said advertising message; and

determining a number of earned bonus impressions of the advertising message based on said one or more actions; and

providing the determined number of earned bonus an additional number of impressions, beyond said predetermined number, of said advertising message on the website to said one or more to said plurality of viewer computers based on said plurality of actions.

14. (Original) The set of instructions of claim 13 wherein said action includes selecting said advertising message with a cursor movement device.

15. (Previously Presented) The set of instructions of claim 13 wherein said action includes
selecting a link associated with said advertising message with a cursor movement device;
and
displaying content from a site associated with said link.

16. (Original) The set of instructions of claim 15 wherein said action further includes
completing a purchase transaction at said site.

17. (Previously Presented) The set of instructions of claim 13 wherein said action further
includes permitting a transfer of viewer information to a buyer's computer system.

18. (Currently Amended) A system for the presentation of advertisements where a seller and
a buyer agree to a sale price for said presentation of advertisements, said sale price covering a
predetermined number of impressions of an advertising message on a website and potential, to be
earned bonus impressions of the advertising message on the website, the system comprising:

a computer system to provide a the predetermined number of impressions of an the
advertising message on the website to a plurality of one or more viewers viewing the website on
one or more viewer computers over a computer network, said computer system to record a
plurality of one or more actions entered into ones of said one or more viewer computers, said
actions made by said one or more viewers in response to said advertising message, said computer
system to determine a number of earned bonus impressions of the advertising message, based on
said one or more actions, and said computer system to provide an additional the determined

number of earned bonus impressions, ~~beyond said predetermined number~~, of said advertising message on the website to said ~~plurality of one or more~~ viewer computers ~~based on said plurality of actions~~.

19. (Original) The system of claim 18 further comprising a viewer computer wherein said action includes selecting said advertising message with a cursor movement device at said viewer computer.

20. (Previously Presented) The system of claim 18 further comprising a viewer computer and a buyer's computer system wherein said action includes

selecting a link associated with said advertising message with a cursor movement device at said viewer computer; and

displaying content at said viewer computer from a site associated with said link and said buyer's computer system.

21. (Original) The system of claim 20 wherein said action further includes completing a purchase transaction at said site.

22. (Original) The system of claim 18 further comprising a viewer computer and a buyer's computer system, wherein said action further includes permitting a transfer of viewer information to said buyer's computer system.

23. (Original) The system of claim 18 wherein said computer network is an Internet.

24. (Original) The system of claim 19 wherein said computer network is an Internet.

25. (Original) The system of claim 20 wherein said computer network is an Internet.

26. (Original) The system of claim 21 wherein said computer network is an Internet.

27. (Original) The system of claim 22 wherein said computer network is an Internet.

28. (New) The method of claim 3 wherein bonus exposure comprises adjusting the display of the advertising message on the website.